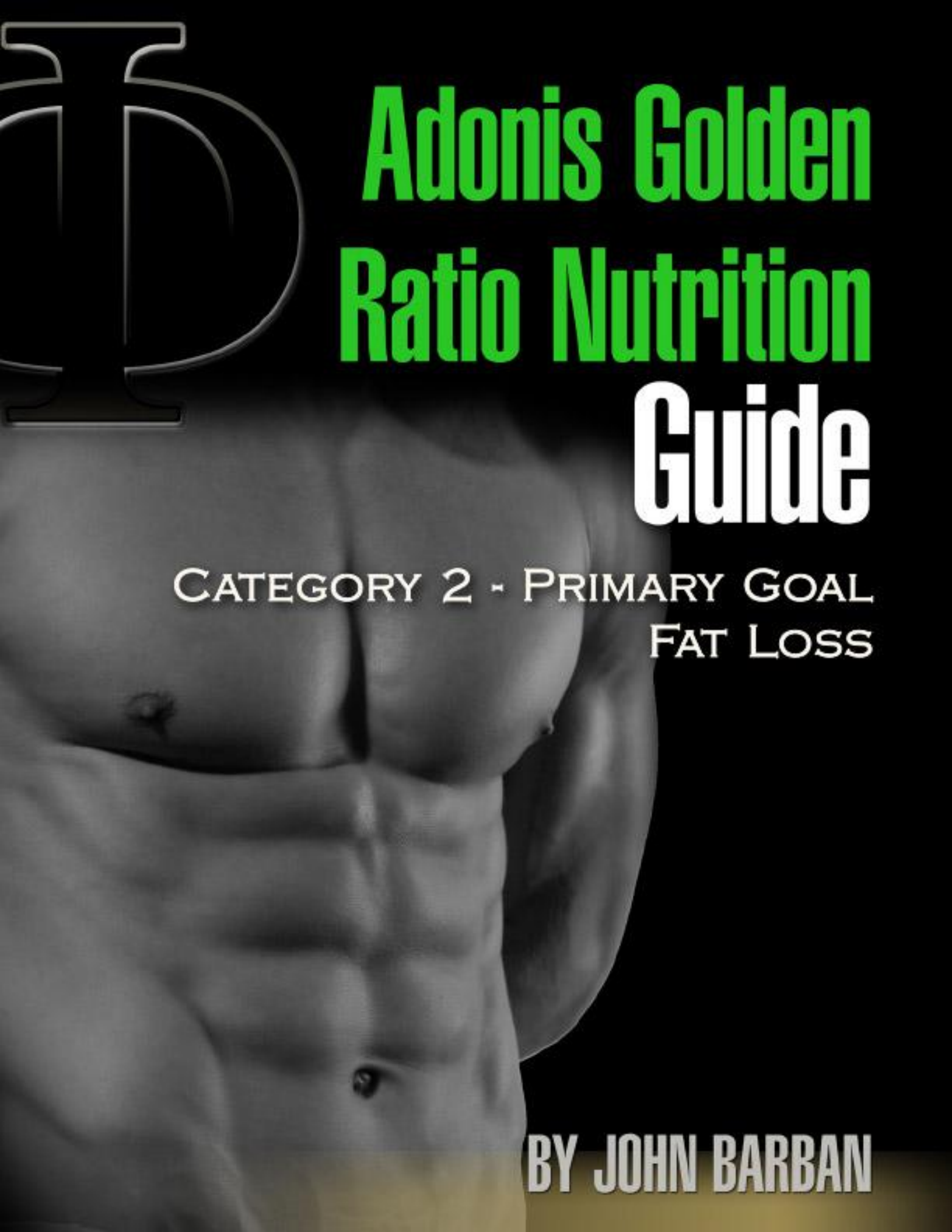
Adonis Golden Ratio Nutrition Guide
Category 2 - Primary Goal
Fat Loss
BY JOHN BARBAN

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Introduction

The time you spend in the gym is really only half of the story for getting to your Golden Adonis Ratio but the other half is your nutrition. In this manual you'll learn how to eat to get ripped, lose bodyfat and build maximum muscle mass. With this system, your current Adonis Index Ratio will determine your nutritional requirements. As your ratio and body measurements change so will your nutritional needs. Just as your workout is specific to your current measurements so is your nutritional needs. This is because the shape, size and proportion of your body is an accurate indication of the growth potential of your muscles and your fat loss potential. Your outward shape and proportions tell us what is going on inside your body from a hormonal, metabolic and functional point of view.

Your measurements tell us 3 things:

1. What your primary goal should be fat loss, muscle building or a balanced mix of both.
2. What workout program is ideal for your current body shape and size and goals
3. How you should be eating and supplementing to achieve your ideal body

It's important to match your nutritional intake with the current state of your body to maximize your results and get you to your Golden Adonis Ratio as quickly as possible.

You'll learn what foods to choose from for your current body measurements, how many total calories to eat, how much protein to eat, and how much you should expect your body to change on a week to week and month to month basis.
No matter where you are starting from, the final goal is always to achieve maximum muscle mass with low enough bodyfat levels to have impressive muscle definition.

If you're reading this manual your measurements have put you in category 2 with your primary goal being fat loss. (if you think this in incorrect, re-enter your current waist, weight and height in the selection calculator to make sure you're reading the correct manual)

In category 2 your nutrition recommendations will be set up to help rid your body of excess fat quickly. As you will learn excess bodyfat will actually blunt your ability to build muscle, so in a very real way getting rid of fat is just as important for the muscle building process as it is for getting lean and having visible muscle definition. In this category fat loss is of primary concern and you will be able to strip it away rapidly and keep it off if done correctly.

There are two things you need to understand to make your fat loss as effective and rapid as possible and also to keep that fat off of you for good.

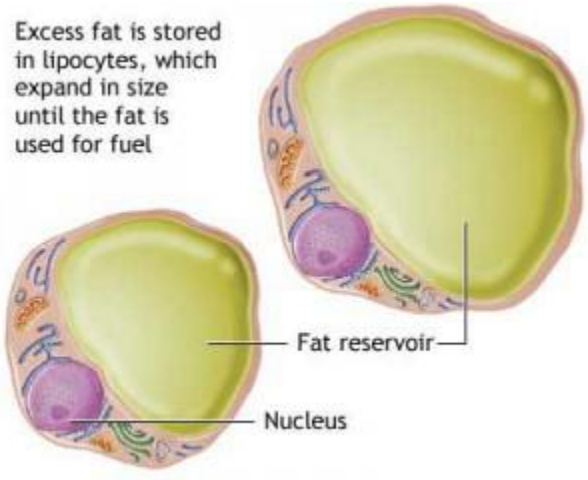
1. The theory of fat availability
2. The Reverse Taper Diet Protocol

The Theory of Fat Availability

To explain the theory of fat availability we have to start with a little bit of basic physiology. Specifically, we have to look at how our body fat actually works.

The main purpose of our body fat is to serve as an 'energy reservoir' for our bodies. In times of caloric excess (overeating) our body fat expands to store energy by one of two processes:

1. Hypertrophy
2. Hyperplasia



They expand to store energy in the form of triglycerides, to be used later as energy to supply our metabolic demands when calories from food are limited (caloric

restriction or dieting). In other words, our body fat has the unique ability to rapidly expand or contract depending on nutritional status (Calorie Surplus or Calorie Deficit).

Free fatty acids (FFAs for short) are what is released from adipose tissue when we need energy. This is happening throughout the day even if you're not dieting, but it's elevated when we are fasting, exercising or in a caloric deficit (dieting). This is a very good thing since most of us who are dieting and exercising are doing so because we want to decrease the size of our body fat!

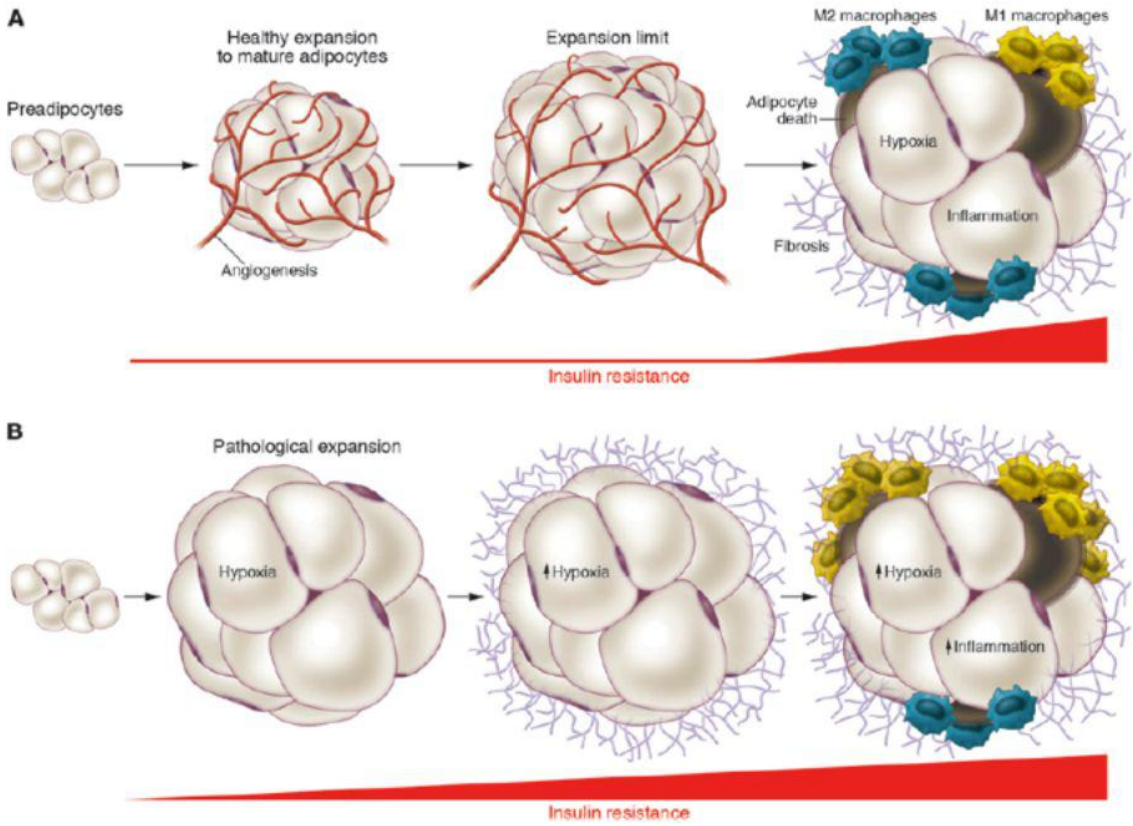
When the fat is released from your body fat stores it can end up in a few different places.

1. It can go to the liver and gets stored there
2. It gets burned for fuel by other organs (heart, liver, kidneys etc).
3. It simply gets recycled back into your body fat cells to be re-stored. [Thompson BR Mol Cell Endocrinol. 2010; Ahmadian M Int J Biochem Cell Biol 2010]

The reality is that all three of these processes are happening on a daily basis. The difference is the % of fat that is being recycled back into fat tissue vs the amount that is being burned by other organs.

The movement of fat in and out of your fat cells is an extremely important process that needs to be tightly regulated. The FFAs that are not burned as fuel must quickly be taken up by the liver or recycled and stored back in your fat tissue.

If there is an overabundance of fats that are not either burned or stored they can cause an inflammatory response, which chronically can lead to a whole host of health issues and chronic diseases [Sun K J clin invest 2011]. This is how excess fat and an inability to effectively burn the fat contributes to things like diabetes and heart disease.



As fat cells increase in size they become unhealthy and start releasing inflammation molecules that cause insulin and leptin resistance.

If this extra fat remains circulating for too long it can also cause 'ectopic' fat storage, which is basically fat being stored in places it shouldn't be stored (like your heart and liver). This can also lead to severe health consequences in the long-term.

It is extremely important that the body regulates the amount of fat that is entering your blood stream because having a high amount of fat circulating in your blood is linked to diseases. You can't simply have every single one of your fat cells empty out all at once into your blood- the results would be catastrophic!

Each of your fat cells is able to release fats into your blood stream at a predetermined rate, and the 'rate' at which an adipocyte can do this is relatively fixed. It can increase to match the needs created by dieting and exercise, but even during exercise, higher energy needs simply cannot be met by fat (which is why we rely primarily on carbohydrate during high intensity exercise).

The amount of energy your fat can provide when you are dieting is dependent on how much body fat you have. The more body fat you have, the larger the calorie deficit you are able to 'fill' with the energy stored in your fat.

The word 'fill' is actually a good way of describing what your body fat does when you're dieting. When you diet you create a calorie deficit – essentially a gap between the amount of calories you eat, and the amount of calories you're burning on a daily

basis. In an ideal world, this gap is filled by the energy that is stored in your body fat.

As you lose body fat the amount of fat that can be released also decreases. This means most people do dieting wrong, and specifically they do it backwards. In other words, the more fat you have, the lower and longer you can go in a caloric deficit without experiencing any ill effects. But, towards the end of a diet, when body fat levels can be extremely low, the deficit needs to be shorter and smaller.

When you are carrying excess body fat you can eat less for longer because your body has plenty of fat to burn as a fuel to 'fill in' your calorie deficit. This is the time for rapid fat loss. One way to imagine it is like having a full 'tank' of reserve energy. As your body fat levels decrease you can no longer handle as large a deficit for as long a period of time. This makes sense that the less fat you have to lose, the slower it comes off.

At the extreme low end, when your body fat cannot 'keep up' with the deficit the calories MUST come from SOMEWHERE. This is when you are at risk of losing lean body mass during dieting (commonly referred to as 'starvation mode'). This happens at extremely low levels of body fat, under 6% in men and 12% in women [Friedl K.E. J Appl Phsiol, 1994].

Oddly enough, it seems as though some obese people have an unbelievable amount

of fat available as a fuel, but a lower ability to burn that fat, whereas as they get leaner, they have less and less fat available as a fuel, but a greater and greater ability to burn the fat they do have. So at extreme levels of leanness it is the fat availability that limits a persons ability to lose fat.

When a large calorie deficit is maintained while there is limited body fat available that metabolic disturbances such as altered Testosterone, Thyroid and Cortisol levels begin to take place and negatively affect both your muscle mass, and overall muscle strength [Nindl B.C. Med Sci Sports Exerc, 2007; Freidl K.E. J Appl Physiol 2000].

This is the theory of fat availability – As body fat levels decrease so does your ability to handle a large calorie deficit. Most people forget about the Theory of fat Availability when they design a diet, so they decrease the amount of calories a person consumes as they get leaner. This leads to a whole host of problems, including feeling sluggish, depressed, moody, loss of muscle mass, water retention, metabolic alterations and a generally feeling of 'not wanting to diet or exercise anymore'. [Freidl K.E. J Apple Physiol, 1994; Keys, A. Biology of Human Starvation, 1950; Keys, A. Science Washington, 1946; Taylor H.L. Science, 1950]

The Theory of Fat Availability:

- There is a set amount of fat that can be released from a fat cell.
- The more fat you have, the more fat can be used as a fuel when dieting.
- The less fat you have, the less fat can be used as a fuel when dieting.
- Towards the end of a transformation, when body fat is extremely low you may not have enough fat to handle a large caloric deficit anymore.

The Reverse Taper Diet Protocol

Calories could be the most confusing part of all health and nutrition. After all, if each of us knew how many calories we should be eating, the health and fitness industry would look a lot different.

But this is where the confusion comes in. We DON'T really know how many calories we should be eating. We don't know what is optimal and what amount is potentially dangerous. In fact, many of us don't even really know what a calorie is.

So to start – a calories is the amount of energy required to warm one gram of air-free water from 3.5 °C to 4.5 °C at standard atmospheric pressure. In other words, it's just a way to measure energy. You can't touch or pick up a calorie and you can't see them. They are a form of measurement, like an inch or a degree. Therefore a CALORIE IS A CALORIE. Saying all calories are not equal is like saying an inch of string is longer than an inch of yarn! It's a measurement; it has to be the same by definition.

So what we are dealing with when we talk about calories is really energy – Or more accurately the energy provided through the diet. Since your body's total energy needs are made up of the calories (energy) provided by your diet and the calories

(energy) provided by your body from it's stores (hopefully your body fat).
A diet is simply a way to lower the energy being provided from your food, in a way that forces the deficit to be filled in by the energy you have stored in your body.

Based on this premise, It does not take a PhD to realize that someone with 5% body fat (dangerously low internal energy stores) should not be eating an extremely low calorie diet for an extended period of time, if at all. Someone with 5% body fat really shouldn't even be fasting for any longer than 24 hours EVER. Heck, I'm not even sure if a person at this level of body fat should be fasting for weight loss at all (after all, the goal isn't to have *zero percent* body fat).

In order for a diet to be effective you should match your degree of deficit with the degree of fat you have to lose. The more body fat you have to lose the less calories you need to consume.

As you start to lose weight you can start to eat more calories until you've normalized at the end to the amount of calories you need to sustain your new bodyweight. In other words you do the EXACT opposite of any other diet. You start low and end at maintenance.

This is the main benefit of Reverse Taper Dieting – not only do you match your calorie deficit to your body fat, but you also slowly increase to the amount of

calories needed to maintain your new lean body – This is what we call "Calorie Optimization". We do NOT want you to be on a diet for the rest of your life. We want you to learn how to eat at a level that is "Optimized" for your new body.

Now, here is the real kicker, and the reason that the reverse taper diet is so important – Weight loss will always follow a calorie deficit. There is no way around this physiological fact. The less you eat the more weight you will lose. Unfortunately this is even true if the total deficit is more than your body fat can supply.

Our goal is to achieve and then maintain the maximum rate of FAT LOSS while we lose body fat, and not to go over this rate in the false assumption that more WEIGHT LOSS somehow means more Fat Loss. This is an important distinction to make. You can still have a deficit larger than what your body fat can fill in, however this is not desirable since the energy must come from somewhere else – often times this means blood sugar and protein sources such as your internal organs.

Based on these facts it is obvious that the rate that your body fat can meet your deficit is also the Optimum rate of weight loss – You can exceed it, but doing so will only be due to a combination of transient water loss, and lean mass loss. This is the result of 'crash' dieting and losing too much size, shape, energy and mass along the way.

You can't just force fat loss to happen faster than your body can handle. Your goal should be to optimize it and match your calorie deficit with your maximum rate of potential FAT LOSS at any given body fat percentage. This maximum rate changes as your body fat percentage changes, for this reason we suggest a weekly assessment to see what your projected fat loss will be based on your available fat.

In most cases you will never be able to eat below your fat availability level until you get noticeably lean. At the higher levels of body fat it would be near impossible to create a calorie deficit that exceeds your fat availability. In fact, this would be near impossible even at what most people would consider a healthy level of body fat. But once you're really lean (close to a visible 6-pack for guys) this becomes a DAILY possibility. If you've ever done a transformation contest, or know someone who has, then you know that the highest risk of muscle loss is in the final weeks of the dieting process.

With the reverse taper diet you start with your lowest calorie intake when you have the highest body fat percentage. As your body fat percentage decreases you slowly taper up your calories to the point where you end your diet in contest shape AND eating a 'maintenance' level of calories. In other words, with the reverse taper you slowly progress from calorie restriction to calorie optimization and learn how to maintain your new lower level of body fat all while losing the maximum amount of body fat possible. This is your major defense against rebound weight gain.

The bottom line is the leaner you get, the slower you will lose fat. This is extremely important since any 'crash dieting' when you are already extremely lean can result in muscle loss. The lower your body fat percentage is the more precise you must be with your calorie intake to avoid lean mass loss.

In fact many, bodybuilders and fitness competitors I have worked with will report their bodyweight hardly budges at all in the final 2-4 weeks of dieting for a competition even though they are still getting visibly leaner. These people have managed to get such a low body fat level that they're now experiencing the slowest rate that body fat can be lost regardless of how 'hard' they try to diet.

When fitness competitors and bodybuilders try to continue dieting hard at these lower body fat levels they start feeling weak, depleted and exhausted. This is when competitors are also at risk of a rebound binge if they try to push their diet too hard at such low body fat levels. At this time they could correct the problem with an increased calorie intake (sometimes called cheat days) or by cycling their calories or carbohydrates. However, this still doesn't prevent the problem from happening again - It's just a temporary fix.

Dieting too hard and trying to force fat loss to happen faster than what is possible is what leads people to believe that all of these 'fixes' such as cheat days and carb

cycling are necessary and play some sort of metabolic trick on your sytem. In reality they were simply pushing harder than their body could go at the time and created a need to recover from over dieting.

This is also why the reverse taper is the pattern of eating I have learned to be the most effective and stripping off body fat while teaching people of all shapes and sizes how to maintain their fat loss once it's over.

By following the reverse taper pattern you will be starting low and ending high at your maintenance calorie needs for your new body. This way you end up slowly learning how to eat for your new size. This is the exact opposite of most diets which start you at a higher calorie level when you have the most body fat to lose and then continually drop your calories until you meet your goal weight goal – the problem with this approach is that it doesn't teach you how to maintain your new weight. This is also why many other diet systems eventually fail.

By following the theory of fat availability and using a reverse taper for your diet, you slowly eat up to your new calorie requirement. Instead of crashing at the end of the diet, you will eat your way back up to a healthy normal calorie level for your new leaner lighter body.

Reverse Taper Dieting Guidelines:

- Match the size of your calorie deficit to the size of your body fat stores. Ie: The more fat you have to lose the less calories you need to eat.
- Eliminates the tired and lethargic feelings that normally come with crash dieting.
- Eliminates the risk of bingeing and out of control cheat days.
- Ensures that all the weight lost is fat and not muscle.
- Teaches you how to eat to maintain your new, lean body.

How to 'Reverse Taper'

The Adonis Golden Ratio Nutrition calculator uses the reverse taper dieting strategy to set your daily and weekly calorie and protein totals to maximize your ability to lose fat without losing muscle. We calculate this using the difference between your current waist measurement and your ideal golden waist for your height.

The circumference of your waist is the best predictor of overall body fat percentage. It's scalable to height (so it works for all people) and your waist can't be tricked by being overly muscular the way the BMI can. For example, if you're 5'10" with a 40 inch waist, it doesn't matter how much muscle mass you have. A 40 inch waist on a 5'10" guy is just too big…in other words that indicates too much fat. [Heymsfeild B.S. 2008; Heymsfeild B.S. 2011].

Keep in mind these numbers are best estimates based on all the scientific data we've collected and the measurements you are taking of yourself. There is always going to be some wiggle room and each person is going to be slightly different than the next guy over – however I will say that the leaner you get the more important these numbers become.

You will track your weekly measurements and use them to determine your specific:

1. Weekly fat loss goal
2. Weekly calorie intake goal
3. Daily protein intake goal

These numbers should serve as your weekly goal for weight loss and/or muscle gain, and as a best estimate guide for how many calories you should be eating to reach that goal. Unless we actually put you through a DEXA scanner and a costly metabolic chamber test we can never know with 100% accuracy exactly how many calories you should be eating to gain muscle or burn fat at the maximum rate. The calculator will give you a number that is likely 90% accurate for you, and in many cases it ends up being right on the button. I used the numbers this calculator gave me for my transformation and I've used it to coach 1000's of clients and all of our previous contest winners have followed the numbers the calculator has given them. So they will be very close if not right on for you too. I suggest testing the accuracy by eating at exactly the numbers the calculator gives you for 10-14 days. If you don't see the expected fat loss the calculator is predicting then you can adjust your calories by approximately 200 lower. Then test again for another 10-14 days. This will be the only adjustment and test you'll ever need to do.

Depending on how much weight you have to lose there may be periods in the beginning of your diet where it is highly doubtful that you would reach the

maximum weight loss goal. This doesn't mean you are doing it wrong, but rather that the amount of calories your body fat can provide exceeds and reasonable calorie deficit you can create.

As an example, a 300 pound 5'10" male may have enough body fat to easily handle a 10,000 calorie deficit every single day. Yet, it would be highly unrealistic to expect a 300 pound male to CREATE a 10,000 calorie deficit every single day. This would require eating zero calories and working out intensely for approximately 10 hours. Clearly this is not realistic.

Along the same lines, during the final stages of your weight loss transformation you may be expected to lose a half or even a quarter of a pound of fat PER WEEK.

This doesn't mean you can't lose MORE weight, but it does mean you increase your chances of losing muscle mass, since you simply do not have the body fat stores needed to meet the deficit you create.

As an example, a 5'10 man who is 'stage ready' at 170 pounds may only have a total of 10 pounds of fat on his entire body. This is likely not be enough to supply his needs in an extreme or prolonged deficit.

Don't mistake this for 'starvation mode' – what I am actually referring to here is

'wasting'. Your metabolism is not crashing but rather you simply do not have enough fat to meet the calorie deficit you create and thus your body will need to find the calories elsewhere – which may end up being drawn from some of the amino acid stores in your muscles.

The bad news is that Starvation mode (a lowered metabolism as a result of dieting) does become a concern after you have spent time in a greater deficit than you your body fat can supply, and as a result have lost mass from vital organs and skeletal muscle. A rare situation in almost all cases EXCEPT during the final stages of contest preparation or during times of true famine or starvation.

The good news is that if somehow you dieted so hard that you did manage to lose a bit of muscle mass you can absolutely gain in back later. This is because muscle mass losses are not permanent.

Reverse Taper Recommendations:

1. Track your body measurements and you them to guide your overall calorie intake and fat loss expectations.
2. Depending on the amount of extra fat you are carrying you may not be able to hit the maximal amounts of fat loss available at the beginning stages of your transformation.
3. Towards the end of your transformation the levels may seem very low, but remember, this is all in the name of preserving muscle, mood and sanity.
4. This has nothing to do with starvation mode, and everything to do with fat availability.

Protein Intake

One of the main concerns people have when both eating for muscle gain or fat burning is figuring out the amount of protein they should be eating. You'll often hear that 1 gram of protein per pound of body weight is a good guideline for muscle gain and fat loss. However this guideline is overly simplistic, for example why would a 300 pound obese person need 100 grams more protein per day than a ripped 200 pound athlete?

Protein is necessary for muscle growth and it also helps satisfy hunger which is very helpful if you're attempting to shed bodyfat. Protein also has a higher thermic effect than carbohydrates or fat so each gram of protein you eat causes your body to burn slightly more calories than each gram of carbs or fat that you eat. Granted this effect is small, but when you're working on your perfect body every little advantage you can get matters.

Protein recommendations for the purpose of muscle gain will vary depending on the source you're reading. Bodybuilding magazines will put the daily total as high as 300 grams. If you've every tried eating 300 grams of protein per day on a consistent basis you'll realize how ridiculous of a number this is. Other less extreme recommendations will come in around 100 grams per day, and some so called

'experts' might even suggest that you don't need to go any higher than the RDI of approximately 60 grams per day for an adult man.

Based on all the protein research I have read I think the real answer is somewhere in the middle between what the bodybuilders say and what the mainstream fitness media thinks. I've used all of the latest research on protein and muscle gaining to build the adonis golden ratio nutrition calculators protein recommendation.

Contrary to popular belief you don't always need to mega dose protein to gain muscle mass and burn bodyfat. In fact the optimal amount of protein you will need changes based on your measurements and thus on your primary goal (fat loss, muscle building or an balanced mix). Your daily and weekly protein intake will be calculated for you each time you use the nutrition calculator software. You should take your measurements and get your protein total calculated once per week with the software.

Minimum Macros

There are two main categories of nutrients, micronutrients and macronutrients. Micronutrients are the vitamins, minerals and some of the other trace elements that are found in your food. A good multivitamin supplement can ensure you're getting all of these no matter what foods you choose to eat. Of course eating a mix of whole foods will always provide a wider variety of micronutrients that simply cannot be found in any one supplement or one food. I suggest taking a multi vitamin to ensure you're getting all of your micronutrients if you have trouble eating a really diverse mix of fruits, vegetables and grains. That is the short story on micronutrients as they are not the focus of this section. Getting your minimum level of macronutrients is the main focus of this section.

The major macronutrients are as follows:

1. Protein
2. Carbohydrates
3. Fats

Note: Alcohol is technically considered the 4th macronutrient but we will not be discussing it here as there is no requirement for alcohol consumption and as result there is no 'minimum' amount to hit on a daily basis.

Protein

Our daily minimum = 60 grams

I have already given protein it's own section in this book and the nutrition calculator software will give your specific daily protein intake requirement to optimize your muscle growth potential (regardless if your primary goal is muscle building or fat loss or a mix).

Carbohydrates

Our daily minimum = 130 grams

Carbohydrates AKA 'Carbs' are the next macronutrient to consider. While there are popular diet styles that advocate zero carbohydrate intake, for our purposes the minimum requirement to have optimal functioning of both your body and your mind is estimated to be approximately 130 grams per day. As you can see this is a rather low number and only adds up to 480 calories of carbs per day. The types of carbs that will work best for your body will be determined by your current measurements. The main consideration when choosing carbohydrate sources are

the sugar content and the fiber content. Most vegetable or grain sources of carbs will have some fiber and minimal sugar content. Fruit sources can have fiber but will also have more simple sugars. Processed refined carbohydrate products will have the highest content of refined or added sugar with little or no fiber unless fiber is added specifically.

In this category for the purpose of fat loss the general carbohydrate categories to choose from are as follows:

1. Vegetables – All forms
2. Grains - For example breads, pasta, or rice
3. Fruits – All forms
4. Refined Processed Carbs

A note about Fiber:

All of the fiber in your diet will be coming from the carbohydrates you eat. You can choose to eat whatever carbs you wish, but you should also be shooting to hit your fiber content throughout the day through your carb choices as well. The highest fiber carbohydrate choices will be vegetables, fruits and specific grains that have a higher fiber content such as whole grains, and bran. Don't try to eat too much fiber at one meal as this will upset your stomach. Instead try to spread it throughout the

day. Using the fiber content of a given meal is an easy way to determine how many carbs and which carbs to eat at each meal.

The reason carbs are useful is that they can slow down the absorption of the food you're eating, reduce cholesterol, and maintain your gut health. It can also reduce some of the absorbable energy from your meal meaning you will store slightly less of the total calories you are eating. This last point is useful from the standpoint of eating to feel full and satisfied while at the same time either losing fat mass or maintaining a lean physique.

Once you've hit your minimum level of carbs and fiber you can fill in the rest of your carbohydrate recommendation with whatever carb choices you wish.

Fats

There are multiple forms of fat that you can find in regular food including saturated, trans, monounsaturated and polyunsaturated. Saturated and Trans fats are commonly understood to be the 'bad' fats, however there are some forms of each that are actually healthy to consume. For example some cholesterol lowering margarines are technically trans fats, and some forms of saturated fat can actually be heart healthy, and this even goes for animal fats found in meat. There is currently

no lower necessary limit for overall fat content in the diet. This just means that people can be taken completely off of fat and not really experience any ill effects.

There is however an "Adequate Intake" for fats, specifically for Omega 3 and Omega 6 fats. There is some controversy over the exact ratio of omega 3 vs omega 6 fat you should have in your diet, but the main point is that almost all of us have too much omega 6 and not enough omega 3. The issue with fat is actually quite simple. All you have to do is work towards a higher omega 3 content, and a lower omega 6 content. Omega 6 fats are found in most vegetable oils and used in many forms of cooking and baking. It's not hard to find omega 6 fats in the food supply, in fact it's rather hard to avoid them.

Omega 3 fats are the fish oils and typically can only be found in either a quality omega 3 fish oil supplement or by eating fatty fish such as salmon or halibut. If you're not a big fish eater then the easiest and most practical way to get omega 3 fats into your diet is through a supplement. These will help with joint function, reduce inflammation, help promote healing after your workouts and even have some noticeable benefits on your skin and metabolism. There is even some research to suggest that the essential fatty acids can improve muscle gain. There is one more distinction with omega 3 fats you must be aware of. There are two fatty acids that are providing much of the benefit of omega 3 fats. They are called EPA (eicosapentanoic acid) and DHA (docosahexanoic acid). You never need to attempt

to pronounce these words out loud as any good fish oil supplement will list the EPA and DHA content on the label. In general you will be looking for a fish oil supplement that can deliver a high content of both of these fatty acids in as few capsules as possible.

In the next section you will find your specific EPA and DHA recommendations based on your category.

Fat is going to be present in many of the food choices you make on a daily basis regardless if you go looking for it. I don't see any need to seek out specific fat choices except to take a fish oil supplement for the specific purpose of getting omega 3 fats into your diet. Alternative you can eat 2-3 servings of fatty fish per week to get your omega 3 content, or you can combine a mix of fish oil supplements as well as eating some fish. Personally I like the latter option of eating some fish on a regular basis as well as taking an omega 3 fish oil supplement.

The main sources of saturated fat in your diet will come from animal meats, dairy products, and any baked goods or sweets that you choose to consume.

The main source of omega 6 fats will come from nuts, avocados, and many of the seed oils. But as I mentioned before, you don't actually have to look for these fats and purposefully include them in your diet, they will find their way into many foods as part of the cooking, baking and preparation process. Just focus on increasing omega 3.

Adonis Golden Ratio Nutrition Principles

These principles are the main focus of the nutrition philosophy within this program. This is the fundamental basis of how we think about nutrition. It doesn't have to be as strict as you've been led to believe. Structure can work for some people but you don't have to live the bodybuilder lifestyle with Tupperware containers and cooking the standard chicken breast and sweet potato/steamed broccoli meals every day. Our clients have had great success following these principles without making it any more complicated than this. In the later pages of this manual I give loose recommendations about carbohydrates and achieving your minimum macronutrients for the day. Some of the recommendations may fit for you, some may feel too cumbersome and you can certain take them or leave them.

These following 7 principles should be guiding you through every decision you make with food and dieting. Follow these principles first and foremost, and once you've mastered these, then and only then should you attempt to incorporate the recommendations you will find later in this manual in the 'macronutrient recommendations' section. One of the biggest problems people face with getting in shape is over-complicating the process and specifically overcomplicating nutrition.

In many cases you'll never actually need to go beyond these principles at all.

I suggest you read these principles and let them sink in, especially numbers 1-3.

These may very well be all you ever need to do to get to your desired goal.

1. Total Weekly Calories – Follow the Adonis Nutrition Calculator daily and weekly calorie recommendations. Your primary focus should always be on this number. The amount you eat will far outweigh what you eat when it comes to maintaining a lean physique and building lean muscle. If all else fails, sticking to this one principle will still get you most of your results.

2. Total Weekly Protein – Hit your daily/weekly protein recommendations. You don't need to hit these exactly every day, but as an average throughout the week. If your protein recommendation is 130 grams today and you only eat 100, you can make up for it by eating 145 grams on the following 2 days. Don't stress too much about it if you have a few under days, as you can always make up for them at another time.

3. Think Weekly – Think of hitting your calorie and protein goals on a weekly basis. You're going to have some higher and lower calorie and protein days throughout the week and that's fine. Your goal should always be to arrive at your recommended calorie and protein total at the end of the week instead of specifically each day. Thinking

in terms of having a 'winning week' is far less stressful that judging your success on a daily basis. Even the most disciplined people have bad days, in fact they have bad days almost every week. Instead of feeling stressed and disappointed that you didn't have a perfect eating day every day, shift your focus to winning the week. This takes the pressure off of having to be perfect every day and ironically it makes it easier to stick to your plan each day!

4. Never Skip Social Eating Events because you're "Dieting" – Identify the social eating events you want to attend and work the rest of your week around these. For example a client of mine is routinely on the road and has to eat lunch with clients. He cannot skip this meal and he cannot appear to be obsessive compulsive about his diet at this meal either. So he eats a sensible mix of food at these business lunches and adjusts the rest of the day/week to fit around this lunch event. This is important because social eating is a bonding experience and if your job depends on landing the sale or winning the client over you don't want to appear to be an obsessive bodybuilder at a business lunch. It could even be the make or break point for landing the deal or not. Even if you don't have a job that requires you to be taking clients out for lunch or dinner this same principle of bonding with others over food applies. You never want to be missing out on a social experience because of your diet. If you start skipping social events because you think you need to eat a certain way then you're simply becoming anti-social…and what is the

point of having a great body if you never go out? Choose the events you want to attend and work the rest of your weekly diet around them.

5. Over/Under – This simply means if you overeat today you must under eat tomorrow or for the next few days to compensate for today. You could also prepare for a bit overeating (such as thanksgiving) by under eating for a day or two leading up to the big day. This is as simple as looking at your daily and weekly calorie total the nutrition calculator gives you and adjusting down on the 2-3 days leading up to the big eating day when you know you'll go over. Of course you will be guessing at how much over you will be going on the overeating day but taking action on this is better than simply letting the day pass without having some under eating days to compensate.

6. Hot Button Foods – There are some hot button foods that you likely cannot control yourself around and you know you will overeat them. For me it's chicken wings, I know if there is a social event with chicken wings I'll eat a lot of them. This is the one food that I must be aware of because I know if they're around I'll be powerless to control myself around them. For other people it's things like peanut butter, or cereal, or cookies. Whatever your 'hot button food' is make a conscious effort to only expose yourself to this food on a limited basis. I don't believe in labeling any food as 'bad', but I think you

should identify that one hot button food that seems to have control over you and limit your exposure.

7. Account For Booze – If you're going to drink alcohol you have to account for it in your total calorie count for the week. On a big drinking night some people can put back 2000-3000 calories just in booze! This has to be accounted for in your weekly calories. If you want to stay on track with your ideal body goals you're setting yourself up for a few hard dieting days to make up for this. I encourage you to find lower calorie booze options if you must drink alcohol. Also pay attention to the extra calories that end up getting consumed when we get the munchies at the end of a night of drinking. You can certainly have alcohol, but be smart about your choices and how many calories you consume and how much food you end up eating on a night of drinking. I'll bet you'll be surprised at how fast it adds up. As crazy as this sounds the easiest way to keep a lid on over consuming calories on a night of drinking is to eat less food during the day before you go out. You'll end up needing far less booze to catch a buzz so if you can control yourself you'll actually end up drinking less and it still leaves room for food afterwards. Keep in mind this technique only works for people who can actually control how much booze they're drinking once they get started. If you're an all or nothing kind of drinker then just eat as you normally would and plan on having a few diet days afterwards.

The following section is macronutrient recommendations you can test out once you've mastered the principles written above, some of these recommendations will work well for you, some may feel too difficult. You can test each one a week at a time. After a week if it seems doable and you can work with a given recommendation then keep it in your nutrition strategy for the remainder of the 12-week program. If on the other hand it's feeling too difficult to keep up with discard that recommendation and move on to the next one to test…BUT, and this is a big BUT - they're only useful if you're following the 7 principles above first.

Also keep in mind the recommendations in the following section are meant to add to and further accelerate your results on this specific 12-week program, however they are not meant to be used forever. The 7 principles above on the other hand are the core of your long-term nutrition strategy and you should always be thinking in terms of those principles from now on. Getting these principles ingrained into your thought process will do more for you getting to your golden body and keeping it than anything else.

Macronutrient Recommendations

The following macronutrient recommendations are strategies you can test out while you are following this specific 12-week program. Add them in for a week at a time. At the end of the week decide if it was fitting into your schedule or not. If it does not fit, discard it. As I've stated before as long as you're hitting the weekly calorie and protein totals the nutrition software gives you then these recommendations are simply an added level of structure that can move you along faster.

Category 2 - Primary Goal = Fat Loss

Protein Intake:

Your daily protein intake will be calculated for you with the nutrition software. With your primary goal being fat loss you will benefit from consuming your protein in smaller doses multiple times throughout the day. This will help with hunger and satiety as well as thermogenesis (heat production from eating).

Protein recommendations:

- Consume multiple small protein meals throughout the day aiming for approximately 35 grams or less at each protein meal.
- At least 2 of your protein meals can be protein supplements
- At least one of your protein supplement shakes should be within an hour post workout
- Separate your protein supplement shakes from your meals

Carbohydrate intake:

In this category your body can only handle a limited amount of carbohydrates before it will store it as fat. The primary sources of carbohydrates in this category must be from vegetables, fruits, greens, and high fiber grains. You must limit your consumption of refined sugar and I have found it best to be specific with the time of day that you eat sugar when you are in this category. This is a style of eating that will be consistent with your goal of burning fat quickly. (Keep in mind that what and how you eat will change once you've stripped off enough fat)

Carbohydrate recommendations:

- Consume approx 130 grams of carbohydrates per day
- Refined processed carb sources with added sugar can only be consumed post workout or during the latter 3rd of your day. For a typical 9-5 style of day if you wake up between 7am-8am this means trying for as little refined processed carb sources until after approximately 6pm (As a rule of thumb if you absolutely need some sugar in your coffee then go ahead, but if you can go without then go without if you want the very best results).
- If you workout at noon today you still cannot eat foods with refined sugars until after 6pm.
- Limit your total refined sugar intake to 50 grams or less per day
- Consume 25 grams of fiber per day.
- Limit your refined and processed carbohydrate consumption to less than 30% of your total carbohydrate intake by calories.

Fat Intake:

There is no need to consciously look for fat as it will be present in many of the foods you will be eating. Focus on getting enough omega 3 fats in your diet through an omega 3 fish oil supplement or eating fish, or a combination of the two.

Fat recommendations:

- Consume approximately 2 grams of fish oil per day that will provide a minimum of 0.5 grams of DHA and 0.5 grams of EPA. <-- Most supplements will contain more EPA so you will want to adjust your dose to get enough DHA and will automatically have more than enough EPA.
- Consume approximately 20% of your total calories in fat.

Using the Adonis Golden Ratio Nutrition Software

The Inputs

At the beginning of the process you will have to choose your units, imperial or metric.

Height:

No explanation needed here, simply select your height from the drop down list of heights. If your exact height is in between two selections on the menu then chooses the closest option that is lower than your actual height. For example if you know you're between 5'10 and 5'11 then you should choose 5'10 on the calculator.

Weight:

As you know your bodyweight can fluctuate throughout the day. I suggest taking your weight in the morning right after you wake up. Each time you weigh yourself do it at this same time of day. This is the best way to get an accurate measurement of your weight that you can compare to your previous measurement. Only take your weight once per week and do it on the same morning of the same day of the week.

Waist:

This is your waist circumference. Refer to this instructional video on how to take this measurement.

Do not pinch the measuring tape tighter than it should be and on the same note don't leave it dangling loose either. The tape should be 'snug' but not pinching in. It is also important that you take this measurement while standing in good posture with your abdomen in a neutral position. This means you're neither actively sucking your abdomen in nor are you forcefully pushing it out.

Shoulders:

Shoulder circumference is meant to be taken around the widest part of your shoulders while standing in good posture, chest out, shoulder back, head up. Watch this instructional video to learn how to take the shoulder measurement correctly.

The Outputs

Ideal Waist:

The calculator has several outputs and I will explain each one in more detail here. The first output is your ideal or 'golden' waist circumference for your height. Most men under 6'2 and over 5'6 should fit very closely with this ideal golden waist calculation. Some taller men may find that when they're in their best shape they'll arrive at a slightly smaller waist than our calculator suggests, some shorter men who are very muscular might end up slightly above our number but in general this number holds for just about everyone.

Ideal Shoulders:

The ideal or 'golden' shoulder measurement is a calculation based off of your ideal waist. This number holds for most men as does the waist calculation. Some very tall men might find themselves to be slightly under this and short men might also find they could come in above this number.

Ideal Weight Range:

The ideal weight range output is a range that approximates 98% of the population at their golden numbers. This means that almost all men will fall within this ideal

weight range when they hit their golden numbers on waist and shoulders at an assumed bodyfat of approximately 10%. Your genetic predisposition for being bigger, average, or thinner will determine where you fall within this range.

Best Estimate Target Weight:

This output is simply the mid point of your ideal weight range. For many men they will arrive very close to this number when they're at their ideal adonis golden ratio body. Depending on the amount of bodyfat you are carrying when you get to your ideal look you may be slightly heavier or lighter than this estimated target weight. Keep in mind this is an estimate at the middle of your ideal range. It's very possible that you arrive at your ideal look a full 10 pounds heavier OR lighter than this number.

Suggest Daily Calorie Intake:

This is a daily calorie total that I suggest is optimal for your current measurements. If you're carrying excess bodyfat then the calculator will give you a daily calorie total to eat for the purpose of burning fat without losing lean body mass. Likewise if gaining muscle mass is your primary concern then the calculator will give you the appropriate amount of calories for maximizing muscle growth without gaining excess bodyfat. Finally if you're very close to your adonis golden ratio ideal then the

calculator will give you a daily calorie total that will optimize your body for both muscle gaining and fat burning to zero in on your ideal body.

This number will change based on the measurements and weight you enter into the calculator and you should be using it once per week to get your daily and weekly calorie average.

Pick a specific time and day of the week to be your 'weigh in' day. I suggest choosing a morning where you take your measurements and bodyweight right after waking up. This is the best way to keep your weekly measurements consistent and comparable.

A note about fat loss:

It's worth noting that there is a minimum number of calories that the calculator will not go below. This doesn't mean that you cannot eat below this number on a given day, but rather this total is meant to be viewed as a daily rolling average for the week. In other words you can go below this number today if you want and go above it tomorrow, but as long as you are averaging the daily number the calculator gives you for the week then you will be optimizing your fat loss without losing lean body mass.

For example:

If the calculator gives you a suggestion of 1500 calories per day for this week then you can view this as the average of 1500 calories x 7 days for the week or 10,500 for the week. Some days you may eat only 1200 calories, and other days you may eat 1800 calories. As long as you hit approx 1500 per day on average for the week you will be moving towards your goal.

Maximum Possible Weekly Fat Loss:

This is your projected maximum possible weekly FAT loss that you can achieve without losing lean body mass or affecting other body tissues. It's important to note the distinction between FAT loss and WEIGHT loss. You can easily lose more WEIGHT than FAT in a given week, and when you have a significant amount of fat to lose (in excess of 30lbs) you can expect to lose significantly more WEIGHT per week than the projected amount of FAT this output suggests. This is because as we lose excess fat mass we'll also lose excess water. Once you start approaching your ideal weight you will have less excess water to lose and your total weekly WEIGHT loss will start coming close to and in some cases with match your suggested weekly FAT loss exactly.

For example if you have 50lbs of excess fat to lose, the calculator may say that you can lose up to 4-5lbs of FAT per week, but you may find that you actually lose 7-8lbs of total body WEIGHT in the first week that you start your diet. As long as you have followed the calorie totals that the calculator has given you, the total weight loss you are experiencing will be a mix of bodyfat and excess water, but it will not be a loss of muscle mass.

As you get leaner and close in on your ideal numbers the total amount of weight lost per week will approach the projected fat loss number.

It is also worth noting that this output is your suggested MAXIMUM POSSIBLE weekly fat loss. This does not mean you are guaranteed to hit this number every week, rather it means that if you followed everything properly this is the maximum fat loss you should expect without affecting your lean body mass, or your energy in the gym, and without having other adverse reactions that come with crash dieting. Always remember that the purpose of this calculator is to do either of the following two things:

1. Optimize the process of fat loss without losing muscle mass
2. Optimize muscle gaining without gaining fat mass.

Possible Daily Water Weight Fluctuations:

This output will change based on how much bodyfat you are carrying. Simplest way to think about this is the more fat you have the more water you have, and thus the greater your daily water fluctuations will be. If you are already lean then you're water fluctuation will be as low as it can possibly be. If on the other hand you have some bodyfat to get rid of you will notice that as you get leaner your water fluctuations will likely shrink to a smaller range. This is all part of what to expect as you tighten up and lean down your body.

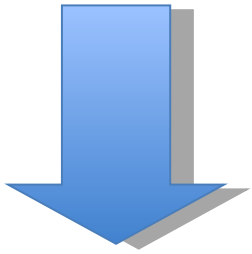
Longest Suggested Fasting Period:

Intermittent fasting has become popular among physique athletes and many people looking to strip off fat without doing complex dieting programs. A partner of mine who helped me research the Adonis Golden Ratio system Brad Pilon has written one of the most popular books on intermittent fasting called “Eat Stop Eat”. The reason we have this output for you is because many of our best fat loss transformation clients have incorporated Brad’s Eat Stop Eat style of fasting specifically to help achieve their fat loss results.

This doesn’t mean that you must be doing any form of fasting at all, and in fact I don’t recommend attempting a fast until you’ve read a qualified fasting program like Eat Stop Eat so you know exactly how to do it effectively. With that said this output is simply a guideline for the suggested length of time you COULD fast given your current measurements should you choose to. As you may have guessed the more fat you have to lose the longer the fast your body can handle. We know that some people have experimented and used longer fasts of 48 and up to 72 hours with great success during the initial stages of a big weight loss transformation. Towards the end of a weight loss specific transformation when there is much less fat to lose these longer fasts become impractical and the calculator will adjust this recommendation as your inputs change. If you are going to use fasting as part of your weight loss strategy the calculator will suggest how long your fasts can be without adversely

affecting your results. Finally if you're goal is primarily muscle building then you likely will not want to fast at all.

Click the link below to access the Adonis Golden Ratio Nutrition Calculator



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